

FOLLOW-UP EMAIL TEMPLATES

Six emails for after you send a proposal or quote

1. Two days after sending

Subject: [Project] proposal, any questions?

Hi [name],

Just checking the proposal for [project] arrived safely. If anything is unclear, or you want to talk through the options, I can do a quick call [day] or [day].

[Your name]

2. After they opened it but did not reply

Subject: Quick question on [project]

Hi [name],

While you are looking at the proposal: is [the timeline / the option you are leaning toward] working for you? Happy to adjust it before you decide.

[Your name]

3. One week, no response

Subject: Still the right time for [project]?

Hi [name],

I have not heard back on [project], so I wanted to check whether the timing still works. If priorities have changed, just let me know and I will close the file for now.

[Your name]

4. After a call

Subject: Notes from today and next step

Hi [name],

Thanks for the call. As discussed: [point 1], [point 2]. Next step: [who does what by when]. I have updated the proposal to reflect [change].

[Your name]

5. Quote about to expire

Subject: Your quote for [project] expires on [date]

Hi [name],

A quick reminder that the quote for [project] is valid until [date]. After that I will need to re-check availability and prices. Reply if you would like to go ahead or need more time.

[Your name]

6. The last one

Subject: Closing the file on [project]

Hi [name],

I have not heard back, so I will assume now is not the right time and close this for now. If that changes, reply to this email and I can pick it up from where we left off.

[Your name]